## CONTRACT



And:

Strategic Media Placement. 7669 Stagers Loop Delaware, OH 43015

	Contract / Re 819136	vision /	Alt Order #				
Product OH US SEN JOSH MAN	DEL SEPT 12-8	EPT 25					
Contract Dates 09/12/12 - 09/25/12	Estimate # 2680	1 4		2 2 2			
Advertiser Mandel, J/US Senate/R			Original Date 09/11/12	/ Revision / 09/11/12			
	Billing Cycle EOM/EOC	Billing Calendar Broadcast		Cash/Trade Cash			
	Station WOIO		nt Executive WOIO/WUAB	Sales Office Cleveland Loc			
	Special Handling Cash In Advance						
	Demographic Adults 35+						
	IDB#	Advert	iser Code	Product Code			
	Agency Ref		Advertiser	Ref			

		Spots/		Totals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	s Amount
N 1 WOIO 09/12/12 09/14/12 Action News at 6a  Start Date	6-7a <u>Rate</u> \$125.00	:30	NM	3 \$375.00
N 2 WOIO 09/17/12 09/21/12 Action News at 6a  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 MTW-F 4	6-7a <u>Rate</u> \$125.00	:30	NM	4 \$500.00
N 3 WOIO 09/24/12 09/25/12 Action News at 6a  Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MT 2	6-7a <u>Rate</u> \$125.00	:30	NM	2 \$250.00
N         4         WOIO         09/15/12         09/22/12         Sat Early Show           Start Date         End Date         Weekdays         Spots/Week           Week:         09/10/12         09/16/12        S-         1           Week:         09/17/12         09/23/12        S-         1	9-11a <u>Rate</u> \$100.00 \$100.00	:30	NM	2 \$200.00
N 5 WOIO 09/16/12 09/23/12 CBS Sunday Morning  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12	9-1030a <u>Rate</u> \$450.00 \$450.00	:30	NM	2 \$900.00
N 6 WOIO 09/16/12 09/23/12 Face the Nation  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12	1030-11a <u>Rate</u> \$450.00 \$450.00	:30	NM	2 \$900.00
N 7 WOIO 09/12/12 09/13/12 Price is Right  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12WT 2	11a-12p <u>Rate</u> \$525.00	:30	NM	2 \$1,050.00
N 8 WOIO 09/17/12 09/21/12 Price is Right  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 M-WTF 4	11a-12p <u>Rate</u> \$525.00	:30	NM	4 \$2,100.00
N 9 WOIO 09/24/12 09/25/12 Price is Right  Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MT 2	11a-12p <u>Rate</u> \$525.00	:30	NM	2 \$1,050.00
N 10 WOIO 09/12/12 09/12/12 Action News at Noon <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12W 1	12-1230p <u>Rate</u> \$475.00	:30	NM	1 \$475.00

(\* Line Transactions: N = New, E = Edited, D = Deleted);

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.



Contract / Revision Alt Order # 819136 /

Product Estimate # Contract Dates OH US SEN JOSH MAN 2680 09/12/12 - 09/25/12

Original Date / Revision Advertiser 09/11/12 / 09/11/12 Mandel, J/US Senate/R

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate Type Spot	Tot	als Amount
		Days Length Week	vate Type Spot	.0	Allount
Start Date         End Date         Weekdays         Spots/Week           N 11 WOIO 09/17/12 09/20/12 Action News at Noon         Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12 09/23/12 MT-T         3	12-1230p	:30	NM	3	\$1,425.00
N 12 WOIO 09/24/12 09/24/12 Action News at Noon <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 M 1	12-1230p <u>Rate</u> \$475.00	:30	NM	1	\$475.00
N 13 WOIO 09/12/12 09/14/12 Action News at 5p  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12WTF-~ 3	5-6p <u>Rate</u> \$500.00	:30	NM	3	\$1,500.00
N 14 WOIO 09/17/12 09/21/12 Action News at 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 MTWTF 5	5-6p <u>Rate</u> \$500.00	:30	NM	5	\$2,500.00
N 15 WOIO 09/24/12 09/25/12 Action News at 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 MT 2	5-6p <u>Rate</u> \$500.00	:30	NM	2	\$1,000.00
N 16 WOIO 09/12/12 09/14/12 Action News at 6p  Start Date	6-630p <u>Rate</u> \$700.00	:30	NM	3	\$2,100.00
N 17 WOIO 09/17/12 09/20/12 Action News at 6p  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 MTWT 4	6-630p Rate \$700.00	:30	NM	4	\$2,800.00
N 18 WOIO 09/25/12 09/25/12 Action News at 6p  Start Date End Date Weekdays Spots/Week  Week: 09/24/12 09/30/12 -T 1	6-630p Rate \$700.00	:30	NM	1	\$700.00
N 19 WOIO 09/17/12 09/21/12 M-F 7-730p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 MTWTF 5	7-730p Rate \$1,750.00	:30	NM	5	\$8,750.00
N 20 WOIO 09/24/12 09/25/12 M-F 7-730p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 MT 2	7-730p Rate \$1,750.00	:30	NM	2	\$3,500.00
N 21 WOIO 09/17/12 09/20/12 M-F 730-8p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 MTWT 4	730-8p <u>Rate</u> \$2,000.00	:30	NM	4	\$8,000.00
N 22 WOIO 09/24/12 09/24/12 M-F 730-8p <u>Start Date</u> End Date Weekdays Spots/Week  Week: 09/24/12 09/30/12 M 1	730-8p Rate \$2,000.00	:30	NM	1	\$2,000.00
N 23 WOIO 09/12/12 09/14/12 Action News at 11p  Start Date End Date Weekdays Spots/Weel  Week: 09/10/12 09/16/12WTF 3	11-1135p Rate \$1,000.00	:30	NM	3	\$3,000.00
N 24 WOIO 09/17/12 09/21/12 Action News at 11p <u>Start Date</u> End Date Weekdays Spots/Weel  Week: 09/17/12 09/23/12 MTWTF 5	11-1135p Rate \$1,000.00	:30	NM	5	\$5,000.00
N 25 WOIO 09/24/12 09/25/12 Action News at 11p  Start Date End Date Weekdays Spots/Weel  Week: 09/24/12 09/30/12 MT 2	11-1135p	:30	NM	2	\$2,000.00
N 26 WOIO 09/16/12 09/16/12 Sun Hour 1  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12S 1	7-830p	:30	NM	1	\$3,500.00
N 27 WOIO 09/16/12 09/16/12 Browns Football	12-8p	:30	NM	1	\$20,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.



	Contract / Revision 819136 /	Alt Order #
Contract Dates 09/12/12 - 09/25/12	Product OH US SEN JOSH	Estimate # MAN 2680
Advertiser Mandel, J/US Senate/F	The state of the s	Original Date / Revision 09/11/12 / 09/11/12

							Spots/			To	tals
*Line Ch Start Da	ate End Dat	e Descript	ion	Start/End Time	Days	Length	Week	Rate	TypeS	pots	Amount
		Weekdays S	Spots/Week 1	Rate \$20,000.00		100			1 . 1		
		1		THE REPORTS			Totals	75	ret a	70	\$76,050.00
Time Period	# of Sp	oots Gro	ss Amount	Net Amount							
08/27/12 -09/25/12		70 \$	76,050.00	\$64,642.50							
Totals		70 \$	76,050.00	\$64,642.50							
Signature:				Dat	e:			250			



## JOSH MANDEL

Revision #: 0 Date: 9/11/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate:

Media:

Product: GENERAL Market: Cleveland

₹ 2680

Description: OH US SEN JOSH MANDEL SEPT 12-SEPT 2
Flight Start Date: 9/12/12 5:00:00 AM
Flight End Date: 9/25/12 4:59:00 AM

Separation between spots: 10

9

Daypart   Daypart   STN   STN   Dur 9472 9413 9414 9415 916 9477 4418 9449 9270 9271 922 9273 922 9273 922 9275 9205	2 - 2 15 15	21 01	<i>ا</i> ا	4 117	2 116	2 115	7 12	ر ا ا	ـ 00 أمّ	111 111	Line No
Daypart   STN   STN   Duy   Fri   Sat Sun   Mon   Tue   Wed   Thu   Fri   Sat Sun   Mon   Tue   Tue										징	
STIN STIN Dur 942 Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun Mon Tue Gross Net Dur 942 943 944 945 946 947 948 949 920 921 922 923 924 925 925 925 925 925 925 925 925 925 925	WHEEL WTuWThF 7:30p-8:00p JEOPARY	ACTN NWS-SIX< ATUWTHF 7:00p-7:30p	VTuWThF 6:00p-6:30p	ACTN NWS-NOON< ATUWTHF 5:00p-6:00p	NTUWTHF 12:00p-12:30p	FACE NATN-CBS MTuWThF 11:00a-12:00p	SUNDAY MRN-CBS Su 10:30a-11:00a	SAT ER SHW-CBS Su 9:00a-10:30a	ACTN NWS-MORN< Sa 9:00a-11:00a	TuWThF 6:00a-7:00a	Daypart
STIN Net         Days         Weed         Thu         Fri         Sat         Sun         Mon         Tue         Weed         Thu         Fri         Sat         Sun         Mon         Tue Weed         Thu         Fri         Sat         Sun         Mon         Tue         Weed         Thu         Fri         Sat         Sun         Mon         Tue           STIN         Dur         9/12         9/13         9/14         9/13         9/14         9/13         9/14         9/13         9/14         9/13         9/14         9/13         9/14         9/13         9/14         9/13         9/14         9/13         9/14         9/13         9/14         9/13         9/14         9/14         9/13         9/14			m Z	m	T 2-CBS	먹	WK.	WK.	WK	E	Daypart Code
STN   Days   Weed   Thu   Fri   Sat Sun   Mon   Tue   Weed   Thu   Fri   Sat Sun   Mon   Tue   STN   Dur   9/12   9/13   9/14   9/15   9/16   9/17   9/18   9/19   9/20   9/27   9/23   9/24   9/25   Not   Not   Pri   Sat Sun   Mon   Tue   Sat Sun   Sat Sun   Mon   Tue   Sat Sun   Sat Su	\$2,000.00	\$1,750.00	\$700.00	\$500.00	\$475.00	\$525.00	\$450.00	\$450.00	\$100.00	\$125.00	STN
Days Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun Mon Tue  Dur 9/12 9/13 9/14 9/15 9/16 9/17 9/18 9/19 9/20 9/21 9/22 9/23 9/24 9/25  30 1 1 1 1 0 0 0 1 1 0 0 0 0 0 1 0 0 0 1 0 0 1 0 0 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 1 0	69	\$1,487.50	\$595.00	\$425.00	\$403.75	\$446.25	\$382.50	\$382.50	\$85.00	\$106.25	STN
Wed Thu         Fri         Sat Sun Mon         Tue Wed Thu         Fri         Sat Sun Mon         Tue           9/12         9/13         9/14         9/15         9/16         9/17         9/18         9/19         9/20         9/21         9/22         9/23         9/24         9/25           1         1         1         1         0         0         1         1         1         0         0         1         1         1         1         0         0         1         1         1         1         0         0         1         1         1         0         0         0         1         1         1         0         0         0         1         1         1         0         0         0         1         1         1         0         0         0         1         1         1         0         0         0         1         1         1         0         0         0         1         1         1         0         0         0         1         1         1         0         0         0         1         1         1         0         0         0         0         0         0											Day
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ACTN NWS-ELEVN<



## JOSH MANDEL

Revision #: 0 Date: 9/11/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate:

Media: TV
Product: GENERAL
Market: Cleveland

2012 Estimate: 2680

Description: OH US SEN JOSH MANDEL SEPT 12-SEPT 2

Flight Start Date: 9/12/12 5:00:00 AM Flight End Date: 9/25/12 4:59:00 AM

Separation between spots: 10

				2	72	-5
				B 53	WOIO-TV 122 Su	<u>8</u> §
				123 Su 1:00p-4:00p BROWNS	WOIO-TV 122 Su 7:00p-8:00p	Line Daypart No Program
	Total SEP 12	Total Cost: \$76,050.00		WK	RT	Daypa Cod
	SEP 12 \$76,050.00	\$76,050.00		WK \$20,000.00 \$17,000.00	RT \$3,500.00 \$2,975.00	Daypart STN Code Gross
	\$64,642.50	\$64,642.50	Total Spots:	\$17,000.00	\$2,975.00	STN
	0	8	spots:	30	30	Days Wed Thu Dur 9/12 9/13
			6	0	0	Bys Wed Thu Dur 9/12 9/13
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			7	0	0	Thu 9/20 9
			5	0	0	9/21 9
			-	0	0	Sat S 9/22 9
			2	0	0	923 9
			7	0	0	Mon T 9/24 9
			6	0	0	Tue 1 9/25 S
	70		70	-	-	Total Spots

Disclaimer:



## Summary by Station/System

Date: 9/11/2012

Client: OH-US SEN-JOSH MANDEL-2012 Estimate:
Media: TV
Description

2680

Description: OH US SEN JOSH MANDEL SEPT 12-SEPT 2
Flight Start Date: 9/12/12 5:00:00 AM
Flight End Date: 9/25/12 4:59:00 AM

Separation between spots: 10

Product: GENERAL Narket: Cleveland

Market Total:	WOIO-TV	Station
70	70	Total Spots
\$76,050.00	\$76,050.00	STN
	100%	PCT
\$64,642.50	\$64,642.50 100%	STN Net PCT
	•	